

How to Write

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Contents

WRITE EASILY

1. It's Easy to Write
2. Don't Waste Time Typing, Write Using a Speech-To-Text App
3. Write As If You Were Talking With Your Best Friend
4. Write The Way Everyone Talks
5. Write Each Sentence as a List of *Idea Units*
6. Write Each New Sentence on a New Line
7. Write One Word on Each Line
8. Identify Each Sentence's Point
9. Write and Speak Concisely
10. Take Three Steps to Make a Sentence Concise
11. Omit Uninformative Words
12. Your Wordiness and Your Long Sentence Alarms
13. Say and Write the Shortest Words and Sentences
14. Use the Least Words
15. Use the Shortest Synonym
16. Choose the Best Word Later

3. Write As If You Were Talking With Your Best Friend

People think and write best when they're relaxed and are not afraid to say what they really feel and think. Writing what you would say to your best friend is usually the best way to write because it lets you write to a specific person, not a person or a group of people you don't know. Writing to a specific person, such as your best friend, is stunningly powerful because it activates the brain cells that store your memories of the things you and your best friend did together, and primarily those brain cells will feed you the perfect words phrases you're looking for as you write. To put your brain in that special mode, say or write something like: "Dear (write the person's name here):" and write to that person as if they were sitting next to you and you were talking with each other.

When you write something formal, address it to the average reader. When you write something for business, address it to a specific employee or group.

Anytime you write, write "for yourself". Register what "you" really feel and think. Do not write to satisfy or please anyone else. After you capture what "you" really feel and think, you will probably need to reword it in a way that other people will easily also understand what you wrote.

4. Write The Way Everyone Talks